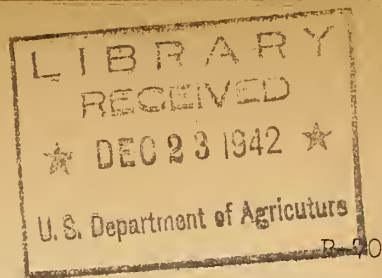


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CONSUMER TIME

Shoes

NETWORK: NRC

DATE: October 31, 1942

ORIGINATION: NRC

TIME: 12:15-12:30 PM-EWT

Produced by Consumers' Counsel Division of the Department of Agriculture
and presented in cooperation with United States Government
agencies working for consumers.

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1. SOUND: CASH REGISTER . . RINGS TWICE . . CLOSE DRAWER.
2. WOMAN: That's your money buying food.
3. SOUND: CASH REGISTER.
4. MAN: That's your money paying for a home.
5. SOUND: CASH REGISTER.
6. WOMAN: That's your money buying clothes.
7. MAN: Buying you a living in wartime.
8. SOUND: CASH REGISTER. CLOSE DRAWER. THEN FADE IN MARCHING
FEET. UP TO REGISTER. THEN FADE UNDER.

9. **THUNDERONE Y:** Hear that? That's America marching. Marching to victory.

10. **SOUND:** MARCHING. FACES OUT.

11. **JOHN:** Over a hundred million pairs of shoes marching every day. Are your shoes in there among them? What are you doing for victory?

12. **SOLDIER:** I'm a soldier. And you don't have to ask me what I'm doing - or if I'm marching any. Just look at these logs of mine, and you'll see. Boy oh boy, do they bark! Callouses like them don't come from patent leather dancing slippers. The shoes we wear have got to be tough. And still we wear out at least three pairs a year! Sarge says that when we get to fighting we'll wear them out twice as fast. And you ask me do I march.

13. **JOHN:** That's all right, soldier. We know what you're doing. But how about the rest of you Americans? They're part of the stuff that victory's made from.

14. **JOHN:** That's why we're wondering just how you Americans are using them.

14. GIRL WORKER: I'm using mine to trudge to the factory. And not high-heeled toeless strapless heelless pumps, either. I declare! If you'd told me a year ago that I'd be wearin' "sensible" shoes - and walking to work - and making cartridges in a war factory - well ---! And I've got to have feet that feel right to do it. And that means - good, comfortable, sensible shoes.

15. JOHN: You're right there, Miss. You war workers in our army of production need good shoes just as much as our fighting forces do; - though perhaps not so many of them. I'm not worried about you putting yours to good service. But there's still plenty of Americans we haven't heard from. How about it, folks? Won't you spea' up?

16. FARMER: Well, I reckon I'm a member of the production army too. Only my job's farm production. Biggest farm production this year in the whole history of our country. My feet's got plenty of work to do. Had to get me a new pair of work shoes just last week. The new wartime workshoe, they call it - with a wooden dole, instead of leather.

17. JOHN: Yes, that wooden sole is one of the ways we're trying to conserve our leather supply. Probably some of the rest of you are helping in other ways. How about you, lady? You, there ---



18. WOMAN: Me?
19. JOHN: Yes. What are you doing, to help conserve our leather supply? Are your feet marching in the victory parade?
20. WOMAN: No, I don't need to march much. I drive -- instead of walking. I conserve leather that way.
21. JOHN: Of course, you mean necessary driving ---
22. WOMAN: Of course. I have to drive to my bridge club -- and the beauty parlor. And another way I save leather is by having plenty of shoes, so I don't have to wear any of them very hard.
23. JOHN: May I ask, madam, what you mean by "plenty" of shoes?
24. WOMAN: Well, I guess I have about twenty-five pairs of ---
25. JOHN: Twenty-five pairs!
26. WOMAN: Oh, those are old ones. Some of them as much as ten years old. You see, I never really wear them out ---
27. JOHN: You just keep on buying new ones.
28. WOMAN: Yes. I have ten pairs of brand new shoes in my closet right now.
29. JOHN: Why?



30. WOMAN: Why, because I'm saving them. Conserving leather.
31. JOHN: I mean, why on earth did you buy ten new pairs of shoes at a time like this?
32. WOMAN: Because this is the time I may need them. I want to be prepared.
33. JOHN: Madam, there's only one way you can be prepared in this war. That's by seeing that your Army and Navy and Marine Corps have shoes enough - and that your industrial army has shoes enough - and your land army has shoes enough.
34. WOMAN: How many shoes do they need?
35. JOHN: We don't know how many they'll need.
36. WOMAN: How many shoes does the Navy need?
37. JOHN: We can't tell how many they'll need. All we know is that the men who go aboard our ships must be the best-shod sailors in the world. And the soldiers must be the best-shod soldiers. And the Marines - and the huge growing army of production They must all have shoes enough to win this war - however many that may be. But they may not have shoes enough - if you women keep a large part of America's leather supply stored away in your closet.
38. WOMAN: But I --

39. FREYMAN: May I say something?
40. JOHN: Certainly.
41. WOMAN: I was speaking. I have a right to speak, or buy shoes,
or ---
42. JOHN: Just a minute, please. Suppose we give this other
woman a chance.... Go ahead, madam.
43. FREYMAN: Thank you... I just wanted to say that I hope you
won't judge all the women in this country by that
one example.
44. WOMAN: Well! Of all ---!?
45. FREYMAN: I feel that I'm pretty representative of American
women. Mrs. Average Housewife, you might call me.
And I don't have dozens of pairs of shoes in my
closet. I just have two pairs to my name. Or three -
if you count my old white summer shoes, which are
about worn out. I just wear those around the house -
or if it's raining out when I have to go to the store.
Then I have a brown pair for everyday - shopping,
and Red Cross meetings, and so on. And my good black
shoes for Sundays and parties. That's all the shoes
I have. It's enough for me.



46. WOMAN: Well, it wouldn't be enough for me. I need more shoes. And if I want them - and can buy them - I don't see what's wrong with ---
47. JOHN: Just a minute please, madam ... Tell me - does any member of your family do war work?
48. WOMAN: Yes, I have a son in a plane factory.
49. JOHN: Well, just suppose that son of yours had to miss a day's work because he couldn't get the shoes he needs -- because you had so many idle shoes in your closet.
50. WOMAN: But - why, that's ridiculous! My son couldn't possible use a pair of my shoes.
51. JOHN: No, but everyone's shoes come from America's leather supply. And in times like these that leather supply like everything else in our nation, must be conserved.
52. WOMAN: But the leather in my shoes was already made up into ladies' shoes - long before I bought them. So I don't see ---
53. JOHN: Well, I'm talking now of future production. We're all going to have to learn new habits - more careful habits. The better care you and other women take of the shoes you have on hand, the less need there'll be for new women's shoes in the future ... the less they'll have to compete with men's workshoes for America's valuable leather supply.



54. WOMAN: Oh... Now I'm beginning to see some connection.
55. JOHN: Maybe I can explain it this way. There's just so much leather in this country. Right?
56. WOMAN: Yes - I suppose so.
57. JOHN: And we'll have to divide it up so that it will do the most good for the largest number of us. So it will keep us all in shoes and on our jobs. But if some of us grab up more than our share of shoes, we're taking the leather away from someone else who may need it more. Especially if those shoes of ours just sit in the closet - not doing anybody any good.
58. WOMAN: Oh... Well, maybe I could give some of mine away.
59. JOHN: That would help - if they're good, serviceable shoes, and you find people who really need them.
60. FREYMAN: But mister ---
61. JOHN: Yes?
62. FREYMAN: What about the rest of us - us average housewives who haven't got any extra shoes to give away? What can we do to see that the folks who need shoes most will be able to get them?

63. JOHN: You can avoid buying any new shoes yourself - unless you really need them. You might dig around in your attic or basement and see if there aren't a few pairs of old shoes that would give some more service if they were resoled or healed.
64. FREYMAN: Rule number one - don't buy shoes unless we really need them.
65. JOHN: And rule two - take good care of the shoes you have. They're part of our war materials these days, and we've got to make the most of them.
66. FREYMAN: You mean - have them repaired whenever they need it.
67. JOHN: Yes - and keep them polished, because polish helps protect the leather. And you ought to stuff newspaper into your shoes when you're not wearing them - to help them hold their shape.
68. FREYMAN: What about shootrees?
69. JOHN: Those are all right - so long as they fit the shape of the shoe. Otherwise, they may do more harm than good.
70. FREYMAN: Oh.

71. JOHN: There are a lot of other tips you ought to know about taking care of shoes too - how to treat them after they've been out in the rain, so the leather won't get stiff. All kinds of things you ought to know. And we've printed them all on a Consumer Tips card - so you can keep them handy, in your household file.
72. FREYMAN: I can get a copy of those tips - free?
73. JOHN: Absolutely free. We want to be sure you all have a copy - because it will save you money, shoes and leather - all of which are mighty important to the U.S.A.
74. FREYMAN: But even so - no matter how good care I take of my shoes - they're bound to wear out sometime. Someday I'll have to buy a new pair of shoes.
75. JOHN: Right. And when you do, be sure you get your money's worth.
76. FREYMAN: How can I be sure of that - especially in wartime? What kind should I buy?
77. JOHN: Well, you know your needs. Buy shoes that will give you the most service and mileage for your own needs.
78. FREYMAN: But shoes will be different, won't they? I heard that they're putting wooden soles even on women's shoes.



79. JOHN: They're beginning to -- to conserve the leather supply. Soles of wood - and fiber - and plastic ---
80. FREYMAN: Well, how can I tell how those soles will wear?
81. JOHN: Your Government's investigating that right now - testing various new kinds of soles.
82. FREYMAN: What have they found out?
83. JOHN: Well, the whole thing's still in the experimental stage, so we can't say for sure yet, but of all the new soles we've tested, the one that promises to be most practicable is a combination of leather and fiber - the front part of the sole leather, the back part fiber. It would save about thirty percent of the sole leather in making men's shoes.
84. FREYMAN: And it really wears well?
85. JOHN: It wears best of all those new soles the Government's tested. That's all we can say about it right now. But whatever kind of shoes you buy - be sure they are comfortable. This is no time to waste shoes after a few wearings just because they hurt too much to put them on.
86. FREYMAN: But I can't always tell if I'm getting a good fit. Sometimes the shoes feel all right in the store, but start hurting when I get them home.

87. JOHN: Then you certainly ought to have our Consumer Tips Card on shoes - because it also tells what to look for when you buy - how to get a good fit.
88. FREYMAN: Well, just how can I get my free copy of that Tips Card?
89. JOHN: We'll tell you that later in the program. Right now I'd like to introduce the man who plans and organizes these programs for you - so you can get the information you need. Our Consumers' Counsel himself - who usually has some extra special pointers for us. Mr. Donald Montgomery ---
90. MONTGOMERY: Hello, consumers. I'm not going to talk about shoes, but something close to them. It's about stockings. Maybe you noticed in your papers recently - the new price ceilings for nylon hose?
91. FREYMAN: I should say I did, Mr. Montgomery. And I noticed they're a lot lower than the prices I've been paying for nylons - when I could get them.
92. MONTGOMERY: Couldn't get very many, could you - these last few months?
93. FREYMAN: No. The stores all seem to be out of them.



94. MONTGOMERY: Well, many stores - and wholesalers and manufacturers - have been holding their nylon stockings for the Christmas trade. That's one reason for this new order - to pull the stockings out of hiding and get them on the market right away.
95. FREYMAN: Well, are there really very many nylong stockings in hiding?
96. MONTGOMERY: The Government estimates that the manufacturers alone have more than three and a half million pairs.
97. FREYMAN: Three and a half million!
98. MONTGOMERY: Then several million more in the stocks of wholesalers and retailers.
99. FREYMAN: Really! Why, that's wonderful!
100. MONTGOMERY: But remember - when these are gone, there really won't be any more - for the duration. We aren't making any more nylon stockings now.
101. FREYMAN: Well, when these we do have go on sale - how can we be sure the prices won't go skyrocketing up, the way they did before?
102. MONTGOMERY: Because each type and quality of nylon hose will have have a definite set price ---
103. FREYMAN: But they had price ceilings before.

104. MONTGOMERY: Not like this. Not where the ceiling price for each type and quality of stocking is the same - in every store, all over the country.
105. FREYMAN: Oh..... You mean - every store can't set it's own price ceilings?
106. MONTGOMERY: Not on nylon stockings. The ceilings have been set in Washington - for the whole country - and they've got to hold.
107. FREYMAN: Well, this sounds like a new kind of price ceiling!
108. MONTGOMERY: It is. Only one other thing you buy is regulated just this way. That's the Victory rubber heels we told you about a few weeks ago. Remember?
109. FREYMAN: Oh, yes. I think you said the heels would come in four different grades - with a country-wide ceiling price for each grade.
110. MONTGOMERY: That's right. And the grade mark must be stamped right on them - so you'll know what you're getting. And not it's the same with nylons ... labels must tell you what type and grade each pair is - and the ceiling price.
111. FREYMAN: What do you mean by "type" and "grade", Mr. Montgomery? What's the difference?

112. MONTGOMERY: "Type" means whether the stocking is full-fashioned or circular knit - the denier, and gauge and so on. Then there will be three different quality grades in these nylon hose - first quality, irregulars, and seconds, and you'll want to know just exactly which one you're getting, for there's a different ceiling price for each grade in every type of nylon hose.
113. FREYMAN: Well, Mr. Montgomery - do you really think those ceiling prices will stay set this time?
114. MONTGOMERY: They'll stay set all right - if you consumers will do your part to keep them down. And this is a price order you surely can help the Government on. It's definite and certain. Each kind of nylon hose has the same ceiling price in every store in the country, and the label on each pair will tell you what kind it is.
115. FREYMAN: You mean - first learn what the ceiling prices are for each type and grade, then check the selling price with the ceiling price every time we buy a pair.
116. MONTGOMERY: That's the idea. And report to your local Price and Rationing board any merchant who goes over those ceiling prices. You can sue him, you know - either for three times the overcharge, or fifty dollars, whichever you wish.

117. FREYMAN: For fifty dollars! I can sue him for that much - even if his price is just one penny over the ceiling price for a certain grade and quality of hose?
118. MONTGOMERY: That's the law. That's how your Government hopes to keep prices down. And it's up to you to help them.
119. FREYMAN: Well, can you give us a list of the ceiling prices on nylons - so we'd know just what they are?
120. MONTGOMERY: All right. Suppose we send you a card about nylons right along with the Consumer Tips card on shoes - as soon as you write in.
121. FREYMAN: Oh, that would be grand!
122. MONTGOMERY: Then get your paper and pencil ready - for our announcer will give you full directions on how to get those Cards in just a minute.
123. FREYMAN: All right. And - what's our subject for next week's CONSUMER TIME, Mr. Montgomery? Could you plan to tell us about this meat-sharing campaign?
124. MONTGOMERY: Why, we did tell you about that - just a few weeks ago.
125. FREYMAN: But there are so many more questions we consumers would like to ask. How to buy and use our meat to get the most good out of it - and so on.

126. MONTGOMERY: All right, then. Have your questions ready for next Saturday.
127. FREYMAN: Thank you.
128. ANNOUNCER: And - for your copy of the Consumer Tips card on shoes - how to take care of them, and what to look for when you go to buy - and for this other Card on nylon stockings, giving ceiling prices you'll have to pay for each type and grade - write to: the Consumers' Counsel - Department of Agriculture - Washington, D. C. Just tell us you want the Tips on shoes and nylons - and give us your own name and address and the call letters of the radio station to which you are listening.
129. FREYMAN: May I put in a word here - as a consumer?
130. ANNOUNCER: Surely. Go ahead.
131. FREYMAN: Well, I just wanted to say that the best thing about those Tips cards you offer on this program is that they're just the right size to fit into my recipe file - or into my purse, when I go shopping. So I can have the information I need right on hand. That's important.
132. ANNOUNCER: Indeed it is - especially if you're trying to get a good fit in shoes - or checking up on ceiling prices. So - write in, won't you - to your Consumers' Counsel

(MORE)



Department of Agriculture - Washington, D. C. - and
let us be of help to you.

Next week your Consumers' Counsel will present valuable
facts on meat - in cooperation with other Government
agencies working for consumers.

Heard on today's program were: Evelyn Freyman,
Harold Stepler,
and your Consumers' Counsel - Donald Montgomery.

Script by Jane Ashman.

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